

Westernization of Russian culture by media products

Voronina E., Ismagilova A.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Serials Publications. Relevance of the problem is determined by the fact that in the era of globalization western culture constantly influences the Russian culture. Mainly via different mass cultural products, for example movies, television. The article is aimed at the study of the examples of positive and negative influence of westernization on Russian culture, including language culture, and the means of its implementation. The main method of the research was studying theoretical information about this topic and the examples illustrating this phenomenon. As the result of the research it was found out that most of the researches consider westernization as a negative process and. They think that it threatens original Russian culture as well as rich Russian language. This article can be interesting to a wide range of readers, students, cultural scientists, linguists, political scientists while studying modern process going on with traditional Russian culture.

Keywords

Borrowings, Culture, Mass culture, Originality, Westernization